



The Great Cactus Caper News: November 2015

Lefty Award Nominations

The mysterious crew that loosely guides Left Coast Crime affairs decided at their annual meeting in Portland last March to apply the “Lefty” name to all LCC awards, not just the Best Humorous Mystery. It’s all about branding!

In Phoenix, Left Coast Crime folks will present four Lefty Awards in the following categories, for titles published in 2015:

- Best Humorous Mystery Novel
- Best Historical Mystery Novel (The Bruce Alexander Memorial), covering events before 1960
- Best Mystery Novel set in the Left Coast Crime Geographical Region (Mountain Time Zone and all North America time zones westward to Hawaii)
- Best Mystery Novel

Registrants at the 2015 Portland convention and 2016 Phoenix convention will be able to nominate up to three titles in each category. We will email nomination form to you the last week of December. Eligible books must have been published for the first time in the United States or Canada during 2015, in book or ebook format. (If published in other countries before 2015, a book is still eligible if it meets the US or Canadian publication requirement.)

The nominated books will be announced around January 18. Final voting for the awards will be by paper ballot given to registrants at the Great Cactus Caper in Phoenix.

Questions? Email [Awards Co-Chairs Lucinda Surber & Stan Ulrich](#)

Registration = \$275

Have you signed up yet? Registration is filling up fast. Trust us, you won't want to miss this convention. Authors must register by 12/15 to be eligible to be on a panel.

[Register Now!](#)

Panel Ideas

Please send any and all panel ideas to programming@lcc2016.com

Advertising Deadlines

1/18/16 to reserve space

1/25/16 to submit artwork

Questions? Email advertising@lcc2016.com

Brand-Building for Authors Workshop

Thursday, February 25, 8:00 am – Noon

Fee \$85 | [Registration](#)

Writing and selling fiction is a business, but most authors don't approach it that way. Building your brand is key to success. This class will not only help authors understand how branding and relationship building can help make you successful, but it will also explain how to go about it and give you the tools to do so.

In this hands-on three-hour workshop you will:

- Define or refine your audiences and the goals of your marketing presence.
- Survey the major vehicles for marketing exposure, focusing on Facebook, Twitter, websites, GoodReads and Amazon reviews and blogging.
- Develop a content map that will help you build and expand your author brand.
- Learn about the range of content development options available, including video and photos, ads, audience-building, etc.
- Understand how to use tools to manage your social media effectively.

All participants will receive a pre-workshop letter of concepts to consider prior to the event. You will also leave with templates to build your own marketing plan. Class size will be limited to ensure your questions can be answered.

Requirements:

- A laptop is recommended, so you can begin to develop your plan during the class and try some of the software tools.
- TweetDeck pre-downloaded (if you already use Hootsuite, you can work with that instead).

- Willingness to work in the class and learn new things.

About the instructor:

Deborah Lacy has more than 30 years of communications experience working for corporations and non-profits, including IBM, Intuit, Google, Bill & Melinda Gates Foundation and HP. She's taught social media at Foothill Community College.

For more information about the workshop, email workshop@lcc2016.com

Author Speed Dating

Thursday, February 25, 9:00 – 11:00 AM

Author Speed Dating is designed for authors to reconnect with fans and introduce themselves to new ones. Here's how Speed Dating will work... The attendees will grab a continental breakfast and then seat themselves at a table in the Phoenix Ballroom. Each table will seat 8 fans leaving 2 seats for authors. Authors (paired into teams of two) will move from table to table each giving a two minute pitch before moving on to the next table. Authors can sign up by emailing speeddating@lcc2016.com, space is limited so sign up soon.

Sponsors

Left Coast Crime 2016 recognizes and thanks the generous sponsors who are contributing to our event. If you are interested in becoming a sponsor please contact Ingrid Willis at ingrid@lcc2016.com.

Crime Writers of Canada

The mandate of Crime Writers of Canada is to promote Canadian crime writing, across Canada and around the world. With over 300 members, we are the source for all that's best in mystery, suspense and true crime. Check us and our authors' books out at www.crimewriterscanada.com and come and meet many of our most prominent and upcoming authors at Left Coast Crime in Phoenix in 2016.

Poisoned Pen Press

Founded in 1997, Poisoned Pen Press is an independent publisher specializing in publishing high quality works in the field of mystery. Based in Scottsdale, Arizona, Poisoned Pen Press is one of the largest publishers of hardcover mysteries in the world.

Sisters in Crime

The mission of the non-profit Sisters in Crime organization is to promote the ongoing advancement, recognition and professional development of women crime writers.

Side Trips

Our partner, Affinity Group Tours, has arranged a variety of optional excursions for you to enhance your visit to Left Coast Crime 2016. Sign up today! You must be registered for the conference to join any of the tours; non-registered spouses and family are eligible. Unless noted, tours will depart from the Hyatt Regency. **Tours include:**

- *Experience Haunted Jerome* (Monday, February 22, to Wednesday, February 24)
Plan to arrive early for a two-night stay in one of the most haunted towns in the west! Learn about the many souls who died in this mining camp, dine in the Asylum Restaurant, and sleep in the historic Jerome Grand Hotel – which was a one time the town’s hospital. Space is limited, so sign up now!
Please note that all rooms have one queen bed.
\$575/person, double occup, \$675/single
- *The Heard Museum* (Wednesday, February 24, 3:00 p.m. to 5:00 p.m.)
Spend the afternoon at the world renowned Heard Museum collection of Native American art. Visit twelve exhibition galleries plus outdoor sculpture gardens, a contemporary art gallery and trading-post style shopping experience. Tour provides roundtrip transportation, admission and a docent-guided tour of the museum.
3:00-5:00pm \$65/person
- *Walking Tour of Haunted Phoenix* (Wednesday, Feb 24, 7:00 p.m. to 9:00 p.m.)
Join your guide for a walk around downtown and learn about the haunted places in the city, including the city’s most famous haunts, the **San Carlos Hotel**. Leone Jensen still wanders the hotel after she killed herself by jumping from the roof of the newly completed hotel. MAXIMUM of 25 guests.
7:00-9:00pm \$35/person
- *Dinner at Rustler’s Rooste* (Wednesday, February 24, 6:00 p.m. to 10:00 p.m.)
Located atop a butte in the foothills of South Mountain, the legend goes that this was a hideout for cattle rustlers. Today it is the place to go for a total cowboy western experience, so grab your friends and get ready for some tasty BBQ with all the fixin’s. After dinner you can kick up your heels to the live country western music and dance under the stars.
6:00-10:00pm \$59/person
- *Desert Botanical Garden* (Thursday, February 25, 9:00 a.m. to 12:00 p.m.)
Stroll through the world’s largest collection of cacti, including many rare species, spanning over 50 acres. Follow the brick path and discover the unique plants that thrive in the desert and enjoy the beautiful landscape in the morning sunshine. Tour includes transportation, local guide, bottled water and admission to the Garden.
9:00am-12:00pm \$69/person
- *Legend of the Lost Dutchman Gold Mine* (Sunday, Feb 28, 2:00 p.m. to 6:00 p.m.)
Visit the **Superstition Mountains Museum** and learn about the history and

intrigue of the cursed mine. Then visit **Goldfield Ghost Town**, once a booming city of 5,000 with 50 working mines. Meet the town Mayor and author of “*Goldfield Boom to Bust*” as he gives an overview of the region’s history. You might even stop in the local Saloon for a cold one!

2:00-6:00pm \$56/person

For detailed information and to sign up for any tours, visit [Affinity’s Left Coast Crime Tour page](#).

Questions? Contact Ingrid Willis at ingrid@lcc2016.com

Finally, have you connected with us on [Facebook](#) and [Twitter](#)? We’re posting fun tidbits and photos, and we welcome your photos of past Left Coast Crimes. Find us and share your memories as we gear up to make more in Phoenix.

Left Coast Crime 2017: Honolulu Havoc

March 16–19, 2017 in Honolulu, Hawaii

Hilton Hawaiian Village Waikiki Beach Resort

Located on Waikiki Beach on 22 beautiful waterfront acres, the legendary Hilton Hawaiian Village Beach Resort features five pools, 20 restaurants and bars, and daily activities ranging from morning exercise classes to Hula lessons.



- *Lifetime Achievement*: Faye Kellerman & Jonathan Kellerman
- *Guest of Honor*: Dana Stabenow
- *Toastmaster*: Laurie R. King
- *Ghost of Honor*: Earl Derr Biggers, creator of Charlie Chan

[More information about LCC 2017 and registration](#)

[The Great Cactus Caper website](#)

Warning: If you click the *unsubscribe from this list* link below, you will receive no further email from LCC 2016.
